Sustainable food systems

Healthy people, healthy planet

bcsdh
Magyarországi Üzleti Tanács a Fenntartható Fejlődésért
Business Council for Sustainable Development in Hungary

Action2020
led by the WBCSD

LIST OF CONTENTS

About BCSDH

The Business Council for Sustainable Development in Hungary (BCSDH) is the national partner organization of the World Business Council for Sustainable Development (WBCSD). **The organization is a community of forward-thinking business leaders of companies.** The BCSDH's aim is to mobilize the business sector to create an economically, socially and environmentally sustainable future, for which we seek to identify **constructive business solutions, and to encourage collaborative action.**

98 companies

30% of Hungarian GDP

Member of the WBCSD Global Network

Action 2020 Hungary

The Action 2020 Hungary program is an initiative of the Business Council for Sustainable Development in Hungary (BCSDH) that **calls the Hungarian business sector to immediate action.** The program is the Hungarian adaptation of the global program of the World Business Council for Sustainable Development – WBCSD. Within the framework of the Action 2020 Hungary program, five priority areas (**Food and Feed, Sustainable Lifestyles, Employment, Climate Change, and Water**) and 20 specific macro-level goals have been defined.

20 macro-level goals

60 companies involved

≈**280** scientific, NGO and corporate professionals' and close to **140** business solutions'

5 priorities

103 company leaders involved in **26** CEO-roundtable discussions

Goalsetting — 2014

Business solutions and change leaders — From 2015

In Focus: Food and Nature — 2020

Monitoring — 2020

”

Can business be a positive force for solving environmental and social challenges? We say: Yes!”

Members of the Business Council for Sustainable Development in Hungary Status

September 15, 2020

The decade of action has come – can we seize the opportunity?

Although the risk of a global pandemic has been recognized for decades, COVID-19 has hit societies, health systems, economies, and governments around the world.

The extraordinary challenges, the uncertainty, and a myriad of personal tragedies have put significant pressure on leaders to make immediate, short-term decisions that help deal with the pandemic and its aftermath that will shape the world in the years to come.

However, it is critical that such short-term measures and the post-pandemic economic crisis do not overshadow the need to deal with issues such as climate change or sustainability, and that **critical long-term decisions on which our future depends are taken as soon as possible.**

As **the world's population continues to grow, age, and urbanize, climate change is occurring much more strongly and rapidly** than many thought it would; **biodiversity is also declining at a faster rate** than at any previous time in human history, yet **the risks associated with changes in nature are still underestimated in business decision-making.**

According to the January Global Risks Report, four of the five risk factors most likely to have an impact, and all five of the most likely global risks, are climate related. (World Economic Forum, 2020)

IN TERMS OF LIKELIHOOD	IN TERMS OF IMPACT
1. Extreme weather	1. Climate action failure
2. Climate action failure	2. Weapons of mass destruction
3. Natural disasters	3. Biodiversity loss
4. Biodiversity loss	4. Extreme weather
5. Human-made environment disaster	5. Water crisis

Coronavirus may be our last warning, pointing out that if we do not change our relationship with nature radically, the survival of civilization is highly questionable. The health and economic crisis caused by coronavirus is just a foretaste of what climate change will cause soon.

Prof. Dr. Diána Ürge-Vorsatz, Vice-Chair of the Working Group of the United Nations Intergovernmental Panel on Climate Change (IPCC).

The pandemic has shown that we are able to have an impact on climate change, but also that this can only be achieved at the cost of significant sacrifice.

Initiatives such as the **UN's Race to Zero** program (designed to foster climate neutrality), **Business for Nature's call** and action plan **for the conservation of biodiversity, WBCSD's SOS 1.5 project**, and the **European Green New Deal** (which defines clear goals for relaunching the economy in a sustainable way) are of vital importance. **The business sector is playing a key role in these initiatives: it is thus time to take action.**

Hungary took a big step in this direction when **the Hungarian parliament passed a climate act in June**, according to which **Hungary undertakes to become a climate-neutral country by 2050**, without this transition jeopardizing economic growth.

The need for the transformation of food systems is becoming increasingly urgent

How can the world's growing population be provided with food while we also mitigate climate change, preserve biodiversity, reduce social tension, and even become healthier?

The transformation of food systems must be managed by the business community. Companies in the agricultural and food sector must work together to continue to earn their license to operate. There is significant potential in developing more flexible, shorter supply chains, as well as in reducing and preventing food waste, and in developing farming techniques that go beyond minimum legal compliance and take account of the need to protect natural assets.

Climate change is having a negative impact on food security. The global shifting of species and the drastic loss of biodiversity that is occurring now and will continue into the middle of the twenty-first century as a result of climate change pose a great challenge to maintaining the sustainability of agricultural productivity and ecosystem services. Hungary is located on the border of crop production zones, so even relatively minor climatic changes can significantly impact agro-ecological conditions.

By drastically reducing food waste, less agricultural land will be needed to produce the same amount of food. Areas thus liberated will help with the conservation and restoration of biodiversity and ecosystem services. This in turn will help with climate adaptation and the creation of a healthier planet.

With food and nature as the focus, the following three recommendations were made in cooperation with the 60 experts and companies that joined the Action 2020 program, which is designed to help the business sector accomplish the related goals:

1. **Establish shorter and more diverse supply chains to strengthen resilience**
2. **Develop an action plan to minimize food waste by increasing efficiency and raising awareness**
3. **Manage and invest into the rehabilitation and preservation of biodiversity**

While many challenges exist due to the complexity of transforming food systems, promising, innovative technological developments and consumer trends indicate that there are many opportunities to accelerate the shift to a more sustainable way of living. Coronavirus has put food supply chains in a difficult position, drawing attention to how exposed open systems are, and to problems with global processes and the need to increase the protection of biodiversity. Is there a better time to make changes than now?

Attila Chikán Jr.
President

Irén Márta
Managing Director

Péter Noszek
Action 2020 Food and Nature Working Group Leader

International outlook

The world's **POPULATION** is projected to **GROW TO MORE THAN NINE BILLION BY 2050**, and **MORE THAN A HALF OF THE PRESENT POPULATION** already **RESIDES IN URBAN AREAS**. As population and purchasing power grows, **THE INCREASE IN GLOBAL DEMAND FOR FOOD WILL EXCEED 50 PERCENT OVER THE NEXT 30 YEARS**, posing serious challenges to our ability to supply affordable and nutritious food. **Creating more sustainable food systems may be the key to preserving the health of people and the planet.**

Major scientific and economic reports (IPCC, WRI, and IPBES) have issued clear warnings about the need for immediate action, while social and consumer demand also suggest increasing pressure for change worldwide.
Climate change and extreme weather (droughts, heat waves, and floods) have a direct impact on agricultural production and the environmental conditions thereof:

Food and land-use systems generate "hidden" environmental, health, and socio-economic costs estimated at nearly $ 12 billion annually, while their market value is only estimated at $ 10 billion.

75% of Earth's land area is degraded.
SOURCE: WBCSD, 2019

Agriculture is responsible for 23% of GHG emissions, including 81% of N_2O emissions, and 44% of methane emissions.
SOURCE: WBCSD, 2019

Global food waste is estimated to amount to 1.6 billion tons annually
SOURCE: FAO, 2011

The United Nations reports that about one-sixth of the Earth's fauna is on the verge of extinction.

*Farmers face **a number of difficult challenges**. As the world's population grows, farmers need to **produce more food on virgin land and protect their crops from pests** and diseases **without upsetting the fragile balance of ecosystems**. Agriculture is the most important work on Earth, which is why we are committed to promoting **sustainable agricultural management.***

Dr. Thomas Narbeshuber, Managing Director, BASF Hungária

Domestic situation

Hungary has always been proud of its abundantly fertile lands, gastronomic traditions, and quality of food. The proportion of agricultural land in Hungary, especially arable land, is large, even in international comparison. Fifty-seven percent of the country's **9.3 MILLION HECTARES ARE UNDER AGRICULTURAL CULTIVATION**. However, **PRODUCTIVITY IS LAGGING, AND THE ADDED VALUE OF FOOD PROCESSING IS DECLINING IN COMPARISON WITH THAT OF OTHER EU COUNTRIES.**

According to a representative survey by WWF Hungary in 2019, the **urban population of Hungary sees the protection of nature as the third most topical and fifth most important problem, and regarding the latter, food waste ranks seventh.**

Due to extreme weather, damage to agriculture has increased significantly. While in 2018 the problem affected 45.5 thousand hectares of land, in 2019 it affected 85 thousand hectares.

SOURCE: National Chamber of Agriculture, 2019

About **1.8 million tons of food waste** are generated in Hungary annually, **almost half of which could be avoided as it involves the direct waste of edible food.**

SOURCE: NÉBIH, 2017

Forty-six percent of the total area of Hungary is arable land, associated with a **low level of ecosystem** services and biodiversity.

SOURCE: KSH, 2019

*The main goal of the **Action 2020 Food and Nature** program is to **support companies' strategic decisions in relation to promoting sustainable food systems and protecting biodiversity**. As one of the largest food companies in the world, we must set an example in many ways. It is our responsibility to make a meaningful contribution to solving the current social questions we face in our operations, whether these involve **sustainable food, the protection of our environment, or the increasingly urgent problem of recycling plastic packaging**.*

Péter Noszek, Managing Director, Nestlé Hungary

Survey 2020 –
Food and Nature is everybody's business

Both this year's survey and the Action 2020 Hungary program addressed issues related to the topic of **Food and Nature**. BCSDH examined key trends in sustainability, and what companies are doing to ensure the production of sustainable food and biodiversity conservation.

We sought answers to questions such as *"What is the main challenge to creating sustainable food in Hungary?"*, *"What are companies currently doing to promote sustainable food, and what do they expect from their subcontractors?"*, and *"Does the company currently have a program that helps avoid food waste?"*

Check our brochure and find out the answers! Further information: *https://bcsdh.hu/projects/survey-reports/*

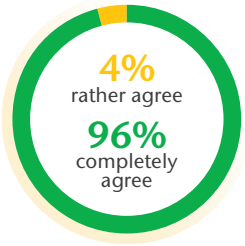
COMPANIES THAT PARTICIPATED IN THE SURVEY

Environmental and social problems related to food will have a significant impact on the Hungarian economy

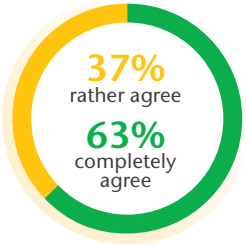
Although only half of the companies participating in this year's survey operate in the food industry and its value chain, the need for the **preservation of the diversity of food and natural assets, without exception, play a pivotal role in the life of businesses.**

According to 100% of companies, problems related to the environmental and social impact of food will significantly affect the world economy and the Hungarian economy in the next ten years.

WORLD ECONOMY

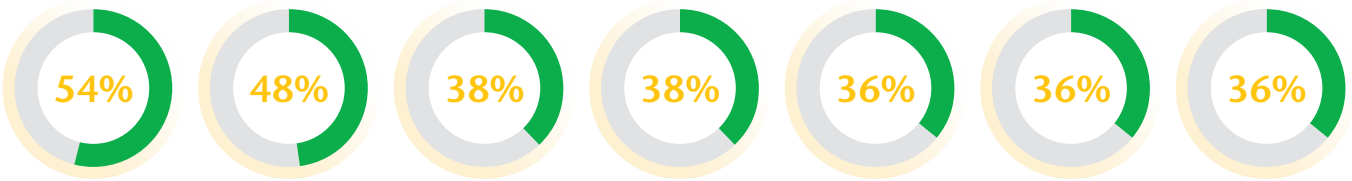


HUNGARIAN ECONOMY



Respondents feel that the domestic situation is less challenging in this respect, perhaps due to the less prominent role of agriculture in the national economy and the reassuring territorial potential of Hungary in terms of security of supply, which may support a slightly more optimistic perspective. Apart from this, no one disputes the exposure of the Hungarian economy to such impacts.

Which areas are companies addressing at the strategic level in relation to sustainable food and nature?

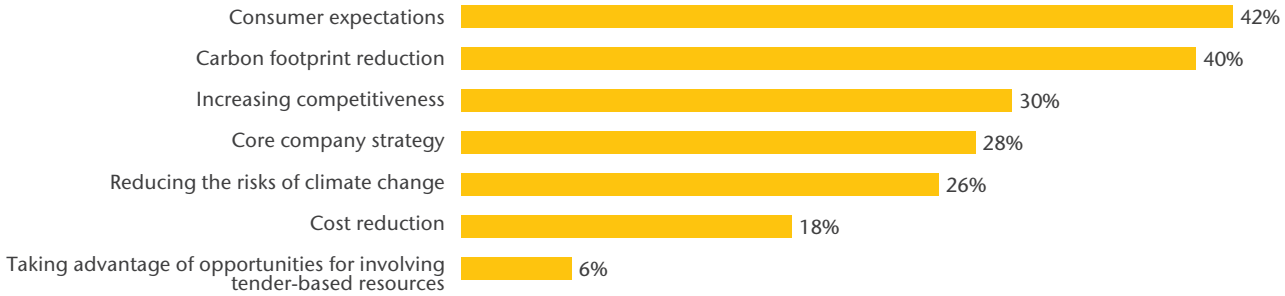


One quarter of all companies have a program to reduce food waste, and more than a third plan to introduce such a program.

Steadily growing consumer awareness and pressure

Businesses say the biggest challenge to creating sustainable food is a low **level of consumer awareness**, but they also see this as the greatest opportunity. One of the main sources of motivation for the measures they have already introduced, in addition to social and consumer expectations, is a desire to protect natural assets and reduce their carbon footprints.

What factors motivate your company to implement sustainable food measures?



Consumer demand for sustainable food is growing steadily, and consumer awareness is already putting increasing pressure on producers. Consumer awareness can be influenced by both credible and less credible means. Companies consistently see products labels and certification as the most credible means of communicating to consumers about sustainable food. This is also shown by the growing demand for product ratings systems.
According to an international survey (Contivo Sustainable Food Systems, 2019), consumers consider farmers and smallholders to be the most authentic sources of sustainable food, and the opinions of doctors and dietitians to be more credible than information on product labels.

In reality, according to a domestic survey by the Association of Responsible Food Producers, **88% of food buyers are always or mostly informed about products on the basis of product labels**, 77% are primarily interested in ingredients, and 61% evaluate their place of origin. However, in terms of the average consumer, **only 9% have full confidence in the content of labels, while only 12% of even more sustainability-conscious consumers have full confidence**, thus the information content of labels is not yet fully trusted.
Leading companies need to know that building consumer confidence requires demonstrating responsibility for past action and making a commitment to transparency. Without consumer confidence, there can be no real sustainable food systems, while trust requires transparent supply chains.

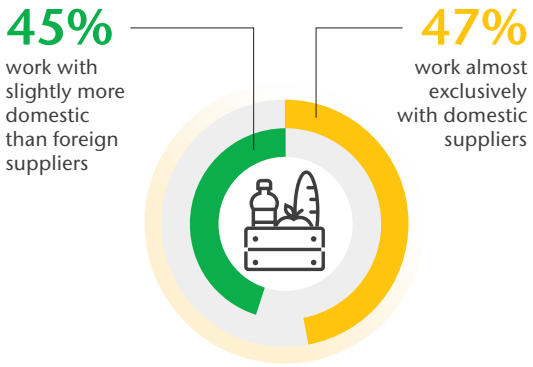
*An important part of Rossmann's corporate philosophy is sustainable thinking, which includes **promoting an environmentally conscious and healthy lifestyle**. Our own-brand natural cosmetics and plant ingredients in organic food **come from organically verified producers** and are made from non-genetically modified ingredients.*

László Flórián,
Managing Director,
Rossmann Magyarország

Shorter supply chains – domestic suppliers

The higher level of security and flexibility of short supply chains has become increasingly appreciated in the context of the pandemic, so **local food and short supply chains** are receiving more attention from consumers, non-governmental organizations, and decision-makers alike.

Does your company work with domestic food suppliers?



Companies that rely mostly on foreign suppliers see the problem with obtaining a domestic supply as related to the limited distribution of products available in Hungary, the price of domestic products, the reliability of domestic suppliers, and the fact that more companies are procuring products and raw materials from other sources due to the government's procurement regulations.

In relation to building sustainable supply chains, companies see the greatest opportunities in improving partnership and cooperation with stakeholders throughout their supply chains, as well as in the more efficient and responsible management of resources.

Climate protection and sustainability-related expectations are also increasingly being communicated to stakeholders in the supply chain.

As a food company committed to sustainability, ***we strive to work with Hungarian suppliers and to use as many local ingredients as possible. Ninety-five percent of Dreher Brewery's suppliers are Hungarian partners, while 97% of our most important raw material – malting barley – comes from Hungarian producers****. Our company is at the forefront of waste management:* ***91% of our waste is recycled through material recovery, and less than 1 percent of our production waste is landfilled. One hundred percent of our by-products (spent grain, yeast, malt dust) is utilized.***

Gábor Békefi, CEO, Dreher Breweries

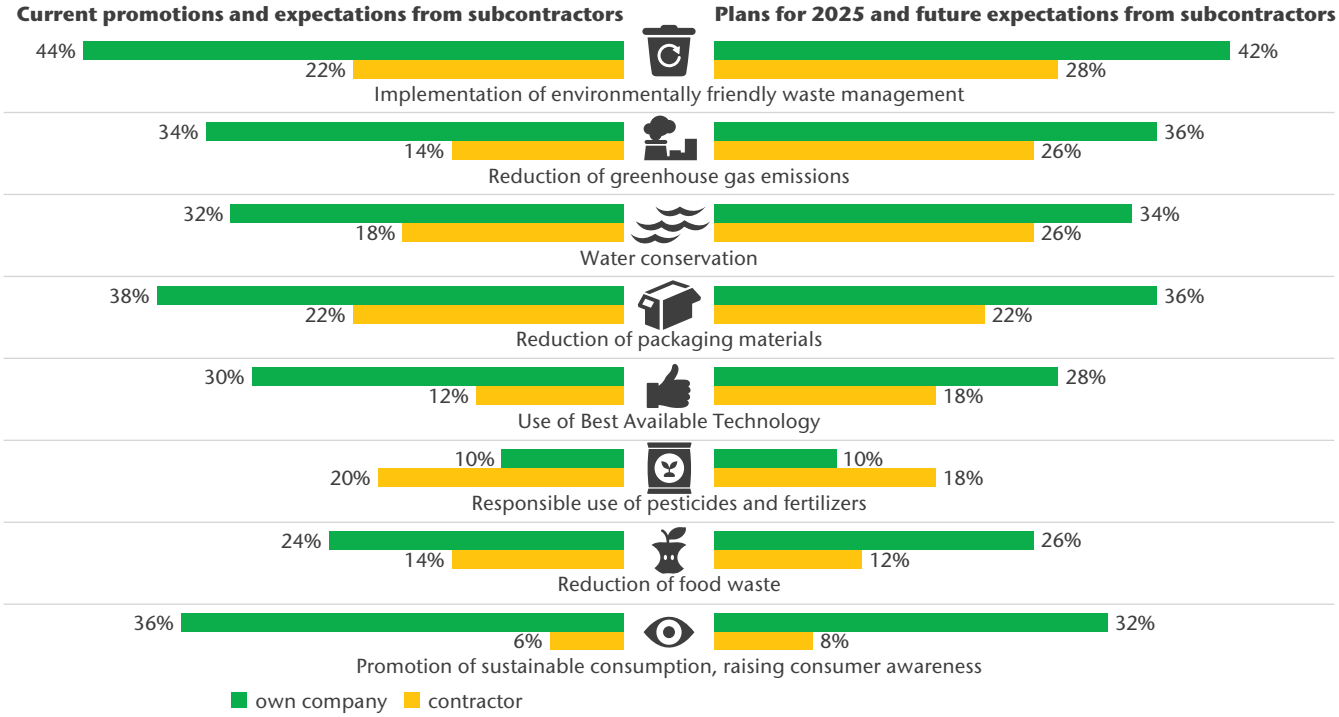
We are committed to ***environmentally and ecologically sustainable food production*** *that protects the environment in the long term,* ***preserves natural resources, and maintains biodiversity by conserving natural ecosystems. Our Flagship Farm program*** *aims to encourage broader dialogue with supplier farmers, with the goal of promoting and* ***sharing knowledge about sustainable agricultural best practices****, and thus bringing about* ***positive change in the agricultural community****.*

Zsolt Égi, Managing Director, Progress Restaurant Chain LLC.

Increasing sustainability expectations for the supply chain

Climate protection and sustainability expectations are also increasingly being formulated for the actors in the supply chain.

What do companies expect from members of their supply chain now and by 2025 in terms of sustainability?



*Companies are **willing to exploit resources, to release harmful emissions into the environment, and to increase soil fertility by adding chemicals while reducing the true nutritional value of cultivated crops to a fraction of what would be possible**. We humans, in many ways, are behaving as if we did not believe tomorrow will come. And if we do not change the situation urgently, this will come true…*

László Vágó, CEO, NEO Property Services

Goals of the Action 2020 Hungary Food and Nature Program

In relation to the area of Food and Nature, the main goal of the Action 2020 Hungary program is to promote a sustainable, safe and local food production and supply system that ensures a healthy, balanced diet for everyone while restoring and preserving biodiversity.

OUR GOALS

Development of local food systems

Reduction of food waste

Balanced nutrition

Minimization of ecological footprint

Protection of biodiversity

Climate change, nature degradation, biodiversity decline, water scarcity – all these issues are interconnected, and we must address them all simultaneously. *In doing so, we must also recognize that the climate crisis is not only an environmental emergency; it also has a terrible impact on lives and livelihoods.* ***All of us must do our part if we are to find solutions to these global issues.***

Alberto Di Leo, Managing Director, Unilever Hungary and Adriatic Region

BCSDH's recommendations for the business sector in the area of Food and Nature

The current system of industrial food and agricultural production is unsustainable, so both the related thinking and methods need restructuring. It is no longer enough for the sector to produce enough food – it must also be of good quality, healthy, safe, and sustainably produced. Only a sustainable and local food production and supply system can ensure the development of the sector, guarantee the protection of the environment, and bring into being a secure food supply for the population.

The formulation of the recommendations is the result of nearly a year of professional work. This includes BCSDH's Action 2020 Food and Nature working group discussions, the Action 2020 Expert Forum, as well as company management roundtable discussions and a number of professional consultations with subject-matter experts.

BCSDH'S RECOMMENDATIONS FOR THE BUSINESS SECTOR FOCUSING ON FOOD AND NATURE

Establish shorter and more diverse supply chains to strengthen resilience

Develop action plans to minimize food waste by increasing efficiency and raising awareness

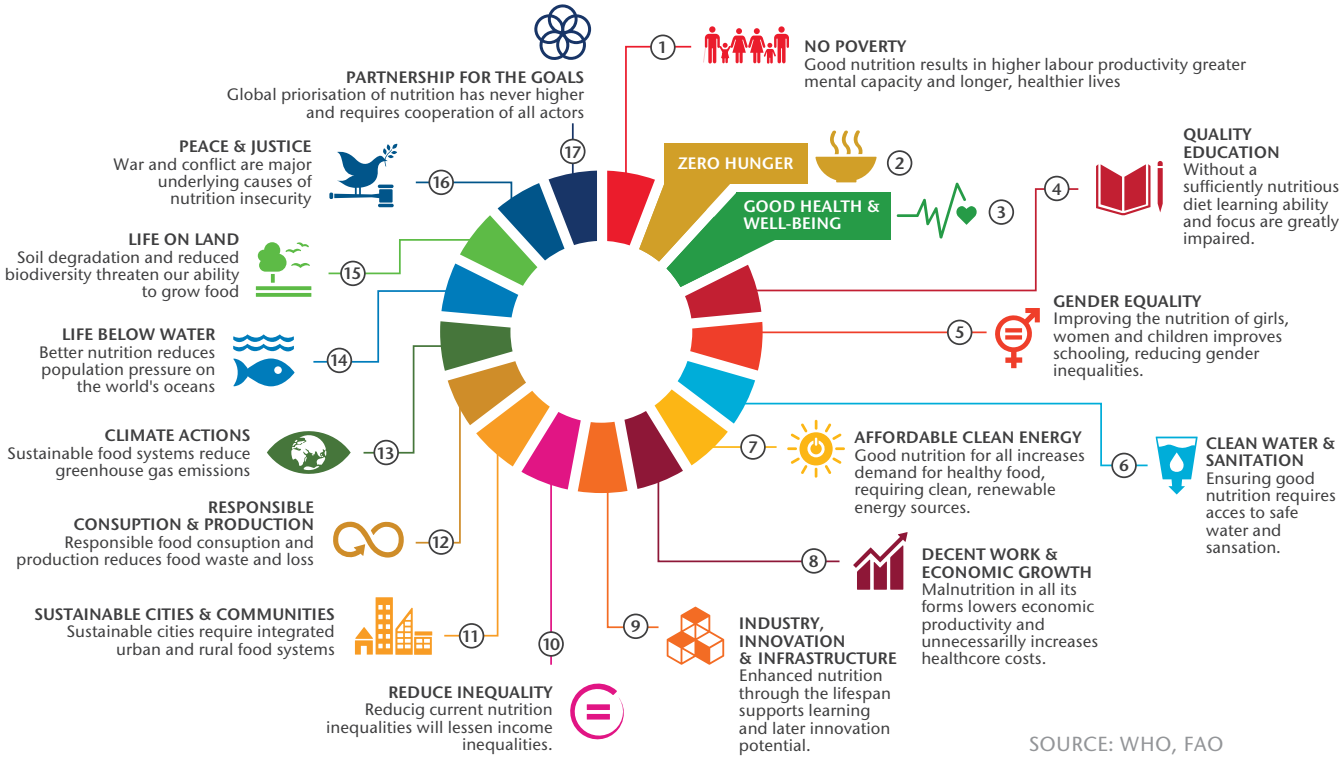
Manage and invest into the rehabilitation and preservation of biodiversity

Sustainable Development Goals (SDGs) and food

Globally, creating SDG-compliant food and agricultural systems would help provide nutritious and affordable food to the world's growing population, restore vital ecosystems, and create more than € 1.8 trillion in new economic value by 2030.

Sustainable food is the focus of the United Nations' Sustainable Development Goals (SDGs). Meeting the nutritional needs of the population and increasing the sustainability of agriculture can **reduce the harmful effects of urbanization. This approach is also more equitable:** it gives opportunities to poorer communities, **supports women's participation in the world of work and in society, promotes responsible consumption and production**, and **reduces conflict**. However, the achievement of the related goals depends to a large extent on other goals: the provision of clean water, affordable and clean energy, managing climate change, and protecting nature's diversity.

Food security and nutrition & sustainable development goals



Establish shorter and more diverse supply chains to strengthen resilience

While the world has focused on increasing productivity to meet the growing food security needs of a rising global population, the SECURITY OF FUTURE SUPPLY HAS BECOME QUESTIONABLE:

Crop production is expected to further decline in **50%** of already food-insecure nations.

More than **75%** of the world's food comes from four major crops, posing the major risk of a lack of diversification.

The COVID-19 pandemic has highlighted the **importance of creating a resilient food system** that is capable of providing the population with access to sufficient and affordable food. It has also made us aware of the connections between our health, ecosystems, supply chains, consumption patterns, and the limits of our planet's resilience. Increasingly frequent droughts, floods, forest fires and new pests keep reminding us that our food system is in danger, so we need to improve its sustainability and resilience.

Companies and their managers are responsible **for increasing transparency and traceability throughout the entire value chain, ensuring sustainable sourcing, increasing farmers' incomes, reducing food counterfeiting, food loss** and **food waste**, and **developing customer and consumer awareness.**

As a food retail chain and food producer operating in Hungary, ***our primary goal is to help domestic products and producers****. Procuring goods locally reduces the ecological footprint and strengthens the local economy.*

Gabriella Heiszler,
Managing Director,
SPAR Hungary

Sustainability efforts permeate all the operations of SIÓ-Eckes. The main pillars of this during factory operations are reducing the carbon footprint (reduction of water / energy consumption, use of renewable energy sources), product development (use of natural raw materials) and the ***strengthening of sustainable fruit management****. I believe that the* ***ecological footprint will also become an important measure in the eyes of consumers: namely, how much does fruit travel, how much carbon does it emit, and what happens to it during production****.*

Ágnes Kovács, Managing Director,
Sió-Eckes Ltd.

Climate-resistant food supply chains – technological development can play a significant role

As a result of climate change and human intervention, agriculture is becoming increasingly vulnerable and the sector is facing severe employment- and environment-related challenges. This also increases the vulnerability of food supply chains.

Due to the **WARMING CAUSED BY CLIMATE CHANGE**, by the end of the century the corn harvest may decrease by up to 35 percent, that of wheat by 25 percent, and in 30 years potatoes may not be grown in Hungary at all.

SOURCE: AKI: Modeling the impact of climate change on the main domestic cereals, 2019

Currently, the proportion of irrigated area in Hungary is extremely small: it accounts for only 2.5 percent of the area covered by potentially irrigable plants.

SOURCE: AKI, 2017

The impacts of climate change have to be addressed with **low-carbon and climate-resilient food supply chains**.

These changes can pave the way for **new opportunities and innovative approaches** that can help **supply chains adapt flexibly to altered circumstances**. Climate change is making some areas of production more suitable for **growing new crops**, while science is making it possible to develop **plants resistant to the extremes of weather**, or even **urban, indoor, low-water and low-soil production areas**.

The result can be short supply chains that continue to serve local market needs and are low-carbon and resilient to the extreme weather caused by climate change.

Advances in technology and digitalization can help to address such challenges and significantly transform food production and employment. Precision technologies, automation, robotics and innovation (blockchain, IoT, and artificial intelligence) may support an increase in the income-generating capacity of the food economy and support cost-reduction, as well as increase demand for skilled labor in the sector and diminish environmental pressure.

At Tungsram, we believe that innovation is both our heritage and the key to our future. Our goal is to develop world-class LED and ***smart solutions that can be used successfully by companies operating in the field of precision indoor crop production. We dream of a future in which the cultivation of vegetables and fruits can take place in the immediate vicinity of people, regardless of the season or geographical location – even in office buildings, private homes, and grocery stores.***

Joerg Bauer, CEO, Tungsram Group

How can the food supply chain be diversified and made more resilient? Lessons from COVID-19

IMPROVING SUPPLY CHAIN FLEXIBILITY *(Deloitte, 2020)*

FLEXIBLE MARKET ACCESS:

If pre-existing channels are closed, even only intermittently, **companies need to invest in an omnichannel distribution strategy, especially in online / digital solutions**.

COMPREHENSIVE SUPPLY CHAIN MANAGEMENT:

1. **Cooperation with a larger number of suppliers, including regional suppliers, and larger strategic stocks.**
2. Simplify recipes and / or remove problematic products from portfolios. **This results in an easier-to-deploy product range, less risk, and lower costs.**
3. Step 2 (above) releases time and resources **for investing in the development of new products that are healthy and have minimal environmental impact.**
4. Meanwhile, it vital to **nurture pre-existing partnerships within the supply chain**. The loyalty and resilience of both suppliers and customers will continue to play a key role.

INDUSTRY 4.0:

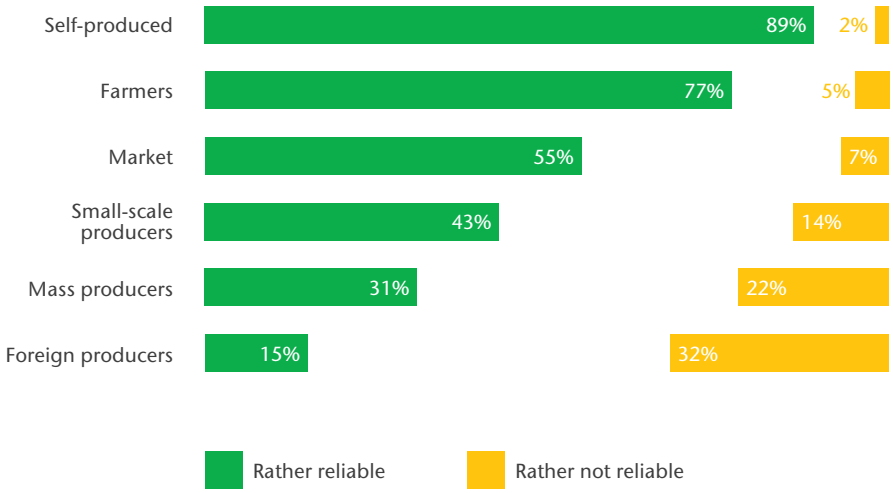
1. **Robots can reduce labor-related exposure.**
2. **Monitoring solutions can help to overcome supply chain bottlenecks.**
3. Artificial intelligence-based solutions are revolutionizing business processes, **helping to forecast demand at an early stage, mapping future bottlenecks, and selecting the best course of action.**

A growing number of our customers are operating in the agricultural and food sector, and we are delighted to be involved in the practical development of those innovative solutions that affect the entire food chain, from digitization to the validation of sustainability indicators, thus helping to make domestic food processes more efficient

András Fülöp, President-CEO,
Deloitte Hungary

Short and transparent food supply chains at the service of consumers

According to consumers, the bigger and further away a food producer is from the buyer, the less trust there is (FÉSZ, 2019)



The ability to choose sustainable food must be possible for consumers. To achieve this, **all stakeholders in the food chain must take responsibility**, while also recognizing the potential of such a strategy.

Consumers are looking for transparency, in line with three main product criteria: **sustainability, processing** (e.g. organic, natural), and ingredients. Interest in the three areas varies, but where these characteristics are made the focus, product sales appear to be increasing.

With METRO's sustainable procurement guidelines, we strive to preserve the integrity of our Earth in cooperation with our supplier partners. ***Our target is to have all our own-brand articles containing palm oil produced with RSPO-certified, sustainable raw material from 2021.*** *Furthermore, we have committed ourselves to ensuring that 80% of the unique fish assortment we offer to customers is certified, proving it has been sourced through responsible fishing, in line with the Global Sustainable Seafood Initiative.*

Imre Horváth, CEO,
METRO

HEINEKEN's primary goals include supporting local communities and sourcing raw materials in Hungary. We are glad that together we can again make Hungary one of the hop-producing countries, while also supporting Hungarian farmers. ***Our goal is to be able to 100% rely on Hungarian hops for the long term in the production of Sopron Brewery.***

Geert Swaanenburg, CEO,
Heineken Hungaria Breweries Ltd.

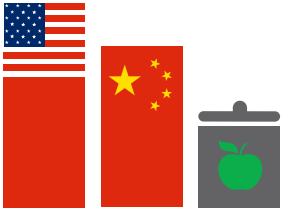
Develop an action plan for minimizing food waste by increasing efficiency and raising awareness

One-third of all food produced in the world is lost or discarded on the way from farm to fork.

SOURCE: ENSZ, 2011

This amounts to 8% of global greenhouse gas emissions, a quarter of the water used in agriculture, and an area of farmland the size of China.

SOURCE: FAO, 2011



If food waste were a country, it would be the third largest greenhouse emitter, after the US and China.

The UN (Sustainable Development Goals – Goal 12) has defined the goal of reducing food loss and food waste by 50%. About 1.8 million tons of food waste is generated in Hungary annually, a significant part of which could be avoided. Although a significant proportion of this food waste is generated by the processing industry and in households, it is important that **all stakeholders in the food chain are involved in the fight to reduce food waste**, so the responsibility is shared.

Addressing the issue of food loss and waste can result in a **"triple gain".** Farmers, companies, and households can **save money**, and a reduction in food consumption means **more people can be fed.** Such reductions can also **alleviate environmental pressure on climate, water, and soil**.

Food loss and waste can be reduced throughout the entire system by increasing supply chain efficiency, increasing the uptake of organic and circular farming, and raising awareness among producers and consumers.

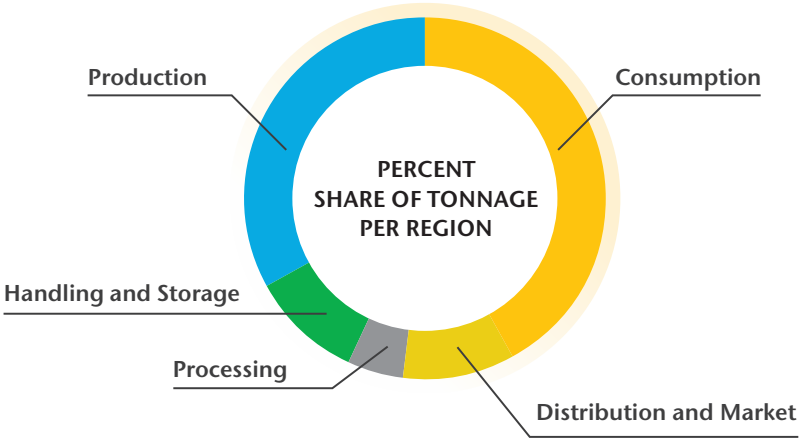
*We want to **minimize the adverse effects of our operations**, ensure the rights of employees, and maintain reliable partnerships. We take our social responsibility seriously, and believe that as one of the world's largest food retail companies, we need to **participate in the global fight against food waste**. That is why we are **committed to halving food waste from farm to fork by 2030, in line with the United Nations Sustainable Development Goals (UN SDG 12.3)**.*

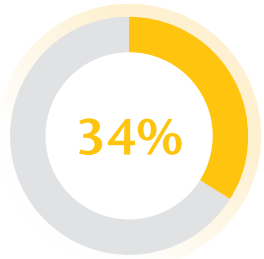
Zsolt Pártos, Managing Director, TESCO-Global

Food waste is generated at every point in the chain

European statistics indicate that consumers and the processing industry generate the biggest proportion of waste, resulting in the greatest losses. **In Hungary, it is the phases of production and processing that are responsible for the greatest food loss, while another third is generated in households.**

Distribution of Food Loss and Waste by Region and Stage in the Food Supply Chain (WRI, FAO 2007)





SHARE OF TOTAL FOOD AVAILABLE
THAT IS LOST OR WASTED

*The core activities of Biofilter **are closely related to food waste that is generated and its proper recycling**. Our company considers it important to make day-to-day decisions that support the circular economy and include attempts to protect the diversity of our natural assets, taking into account the circumstances of climate change.*

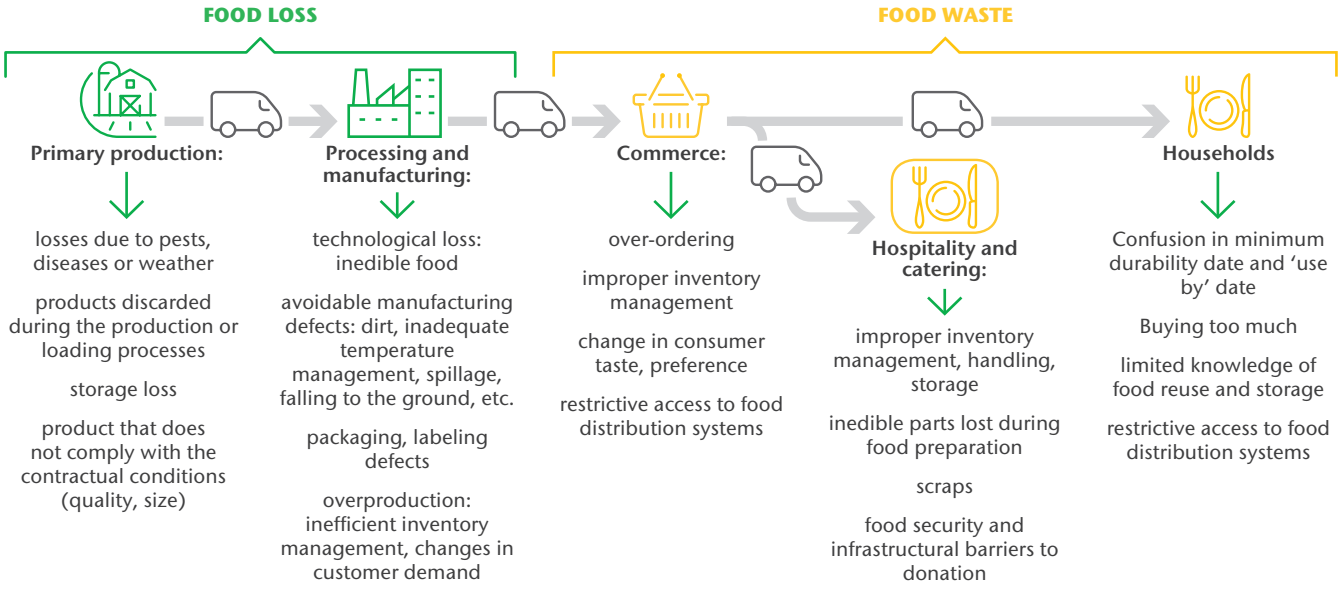
György Deák, CEO,
Biofilter

Food waste is not seen as a problem but an inspiring opportunity for us.** At our Nagykőrös biogas plant, we utilize 60,000 tons of waste for energy purposes every year. **Meanwhile, the liquid biogas manure that is created as a final product serves as a valuable nutrient for the surrounding agricultural areas.

Attila Chikán Jr, CEO,
Alteo Group

Reducing food waste is everyone's mission

Generation of food waste at certain stages of the food supply chain in developed countries



SOURCE: Research Institute of Agricultural Economics on Van der Werf and Gilliland (2017) and Australian Government (2017)

As the Earth's population and consumption is growing, ***the right amount and quality of animal protein must be provided****. This can only be sustainably achieved with scarce resources if we switch to production methods that* ***do not burden the environment, as well as use raw materials more efficiently, and reduce waste****.*

Zsolt Csavajda, Managing Director, DSM Nutritional Products Hungary

There are significant benefits to reducing food waste

IF WE CAN REDUCE THE CURRENT AMOUNT OF FOOD LOSS AND WASTE BY 50%, WE CAN ACHIEVE THE FOLLOWING RESULTS BY 2050:

The difference between the amount of food required in 2050 and the volume available in 2010 would decrease by over 20 %.
(Searchinger et al. 2018)

The need to convert an area of natural ecosystems roughly the size of Argentina into agricultural land between 2010 and 2050 could be avoided.
(Searchinger et al. 2018)

By 2050, greenhouse gas emissions would be reduced by 1.5 gigatonnes of CO_2 annually, which is more than Japan's current energy and industrial emissions.
(Searchinger et al., 2018)

WE NEED TO ACT NOW:

PRODUCTION | HANDLING AND STORAGE | PROCESSING AND PACKAGING | DISTRIBUTION AND MARKET | CONSUMPTION

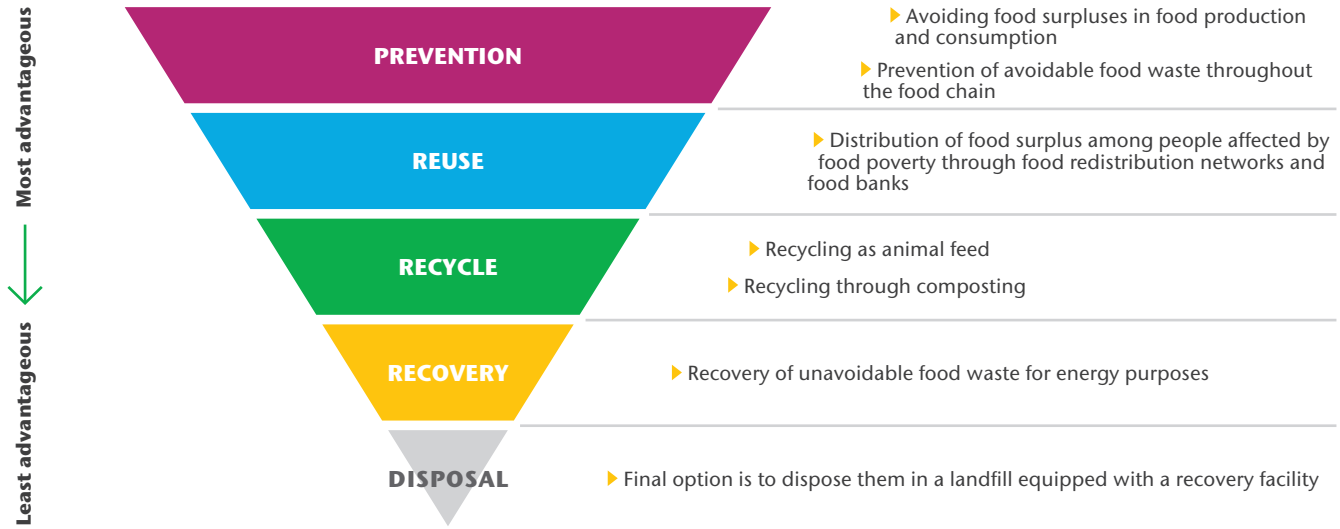
*As a responsible food production company, sustainable development and **sustainable production also play a key role in our daily operations** so that we can be a food raw material production company with the least possible environmental impact. Important areas **include waste management, reducing noise, reducing CO_2 emissions, and complying with strict food safety rules.***

Zoltán Reng, CEO, Hungrana

The circular economy – for solving the problem of food waste

The principles of the circular economy, understood as the opportunity to develop loop-based systems to meet food security needs, can be employed for the purpose of eliminating food waste. In the processing industry, was the first sector responsible for using special types of waste in circular economic solutions in the recycling and recycling system.

THE PRINCIPLES ARE CLEARLY ILLUSTRATED BY THE FOOD RECOVERY HIERARCHY SHOWN BELOW:

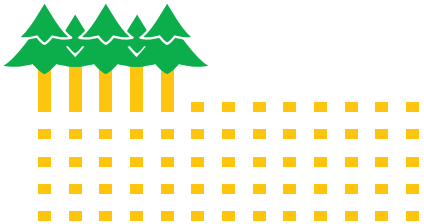


SOURCE: Papargyropoulou et al. (2014)

*We know that **the protection of environmental assets and the conscious and responsible management of resources** are the basis of our long-term success. We are proud of our **utilization of the high organic and nutrient content of the fruit and herbal residues we generate during production, which improve the quality of soil, are used to make compost, and to produce biogas**.*

Frank Odzuck, CEO, Zwack Unicum

Manage and invest into the rehabilitation and preservation of biodiversity



Thirteen million hectares of forest are lost each year, equivalent to 36 football pitches per minute, and about 70% of this deforestation is linked to the creation of agricultural products.
Source: WWF, 2018

People and farm animals dominate the Earth. The human population explosion is far outweighed by the increase in the number of livestock – fatally for wildlife: domesticated livestock 63%, humans 27%, wild mammals 9%.
Source: WWF, 2018

IPBES (2019) reports that about **one million animal and plant species are threatened with extinction**, many of them within decades.

Agriculture uses finite natural resources (water, soil, and biodiversity) and requires continuous innovation of both products and technologies to ***produce and grow good quality food for more and more people while conserving nature****. We are interested in helping farmers achieve this to the best of our ability.*

Éda Pogány, Business Sustainability Head, Europe East & South-East, Syngenta

At the heart of the design, construction and operation of Graphisoft Park, which was built on a rehabilitated area of the Óbuda Gas Factory directly on the bank of the Danube, is its relationship with its environment and future-oriented development aspects of the entire area. ***Its green area is an attempt to create a self-sustaining, high-quality natural environment by creating natural associations, reinterpreting blue infrastructure, and preserving trees.***

János Kocsány, CEO, Graphisoft Park SE

European Union Nature Recovery Plan

MAIN COMMITMENTS UNTIL 2030

1.
A huge amount of degraded and carbon-rich ecosystems shall be restored, along with no deterioration in the trends and conversation status of habitats and species, at least 30% of which shall achieve favorable conservation status, or at least improve.

2.
Reversal of the decline in pollinators.

3.
Reduce the use and risk of chemical pesticides by 50% and use of the most risky pesticides by 50%.

4.
At least 10% of agricultural land shall have a high level of biodiversity.

5.
At least 25% of agricultural land to be used for organic farming, and agro-ecological practices to become more widespread.

6.
Plant three billion new trees in the EU, while respecting ecological principles.

*"**Sustainable farming and the preservation of the diversity** of nature must take precedence over all interests and are cores value for us. Creating sustainable and healthy food is currently one of the biggest problems in the world, and we are working directly on it. Our company is made up of people who all care enough not to want to leave behind an environment worse than that with which we currently live.*

Annamária Bartók, Managing Director, Silvestris & Szilas

Preserving natural assets is the responsibility of every corporation

RECOMMENDATIONS FOR COMPANIES:
Define clear biodiversity targets for 2030, unambiguously setting out how they will be achieved (especially for companies in key sectors).
Set annual targets and report on progress.
Conserve nature and restore and improve ecosystems, thereby increasing the climate resilience of urban and rural ecosystems.
Quantify the financial value of natural resources, as companies' impact on them must be understood.

All companies must take responsibility for preserving natural assets, regardless of the industry in which they operate. Companies need to monitor the entire life cycle of their products and services and focusing on preventing any damage caused by their activities.

46%
of business leaders consider conserving natural resources to be the biggest incentive for the creation of sustainable food.

***Without sustainable solutions, the process of global warming will accelerate even more, and at the end of the negative spiral**, working in this sector will be impossible. **The bulk of our costs go on raw materials and packaging – here we need to find good solutions that are economically viable.** Growing consumer demand increases the need to maintain the diversity of nature.*

Zoltán Gazsi, Managing Director, Eisberg Hungary

*Because energy is transported in the natural environment, **high-voltage power lines can pose a threat to birds. Their protection and development – going beyond our legal obligations – are essential for the safe and sustainable operation of the Hungarian electricity system**. As a responsible company and based on the results of two decades of work, our goal is to ensure the continuity of these internationally recognized environmental solutions.*

András Biczók, CEO, MAVIR

Corporate measures for protecting biodiversity

WWF HUNGARY'S RECOMMENDATION:

1. ZERO HABITAT DESTRUCTION

initiating only those investments that do not reduce green space, and do not modify habitats in a good or moderate condition.

2. ENFORCEMENT OF STANDARDS FOR SUPPLIERS CONCERNING NATURE PROTECTION

enforcement of nature protection requirements for agricultural suppliers through regulations and related training and consultancy activities.

3. COMPENSATION FOR USE OF NATURAL RESOURCES

creation of wetlands that maintain the proportion of water stored in the natural environment.

4. DEVELOPMENT OF GREEN INFRASTRUCTURE ASSOCIATED WITH A HIGH LEVEL OF BIOLOGICAL ACTIVITY

development of the natural condition of protected forests on sites or planted areas, planting of native tree species, installation of artificial nests, green facades, roof gardens, and insect hotels.

5. CARBON FOOTPRINT COMPENSATION THROUGH THE DEVELOPMENT OF HABITAT:

in order to achieve carbon neutrality (2050), carbon footprints that can no longer be reduced must be compensated for either through indirect technical solutions (e.g.: installing solar power plants) or by building habitats and forests that absorb carbon.

Forests are extremely important, not only for their biodiversity but also for the goods they provide (e.g. raw materials for the food and pharmaceutical industries), and services such as climate and water management, carbon absorption and storage, soil stability, and air and water purification.

*On behalf of each of our 40,000 customers we are planting a native oak tree in the Danube-Ipoly National Park to conserve and restore biodiversity, which, **when grown, will be able to absorb as much carbon dioxide as that which 25 million cars emit over 1,000 kilometers of driving**. But, as a value-based financial institution, real sustainability comes when we can fund a solar park, electric mobility, or an organic farm, thereby having a positive impact through our core business.*

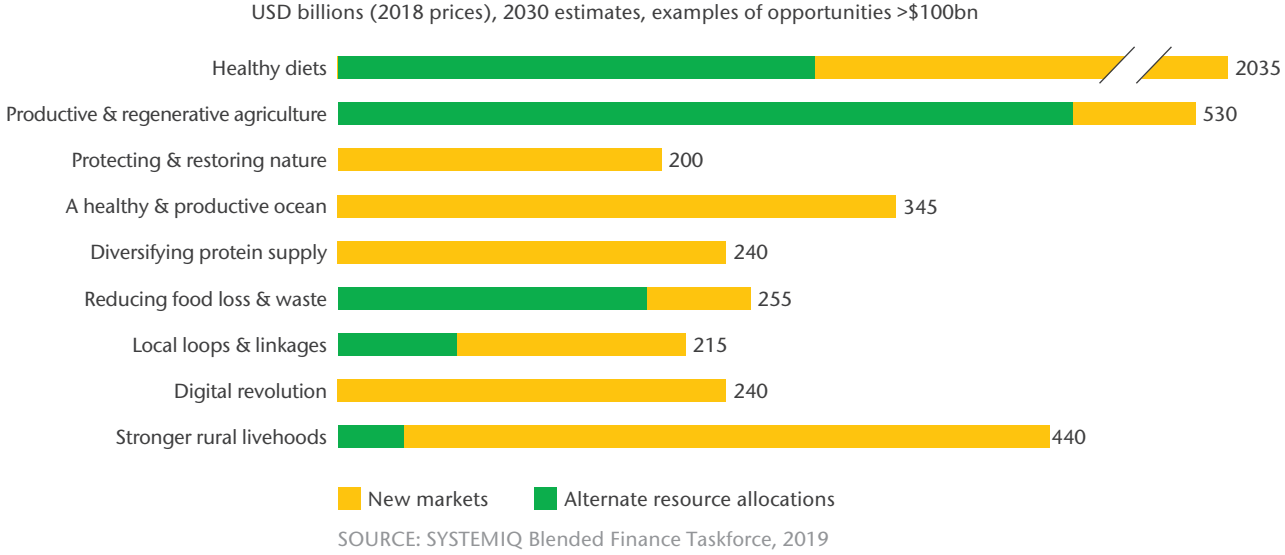
Csaba Molnár, Head of Community Development, MagNet Bank

The business opportunity inherent in change

Many actors in agriculture and the food supply chain, regardless of whether they are producers, processors, manufacturers, retailers, or service providers, are facing enormous changes. The business model of these organizations is typically centered on traditional economies of scale, with product offerings determined by cost, convenience, and durability. Traceability between producers and end-users is limited or non-existent.

However, the changes represent a huge opportunity – estimated at $4.5 billion a year globally by 2030 – for companies that can turn today's hidden costs into tomorrow's new markets and goal-oriented strategies. This, however, requires new business models that emphasize the value of volume-based management space, which in turn requires a mindset that goes beyond business as usual, and often involves a generational change of leadership.

There is an annual business opportunity of $4.5 trillion associated with the ten critical transitions in 2030



SOURCE: SYSTEMIQ Blended Finance Taskforce, 2019

As the energy company of the future, E.ON is focused on customer solutions and network development. ***The network of the future is sustainable, flexible and digital, with environmentally friendly solar energy playing an important role.*** *I am proud that we install more and more* ***solar panels for families and businesses*** *every year and at the same time we can work with our partners on special projects such as Europe's largest rooftop solar park at Audi's logistics center in Győr.*

Attila Kiss, CEO, E.ON Hungária

We hereby express our gratitude to the following experts who have personally contributed to the Action2020 Hungary Program in 2020!

László Bárány Jr.	MasterGood Ltd.
László Bárány Dr.	MasterGood Ltd.
Attila Bédi	GREENPRO Environmental Plc.
Mátyás Bellagh	Colas Hungary Plc.
Adrienn Benkovich	Nova Paper Plc.
Gábor Bercsi	Spie Hungary Ltd.
Attila Berényi	Szentkirályi Hungary Ltd.
Balázs Bisztray	PPD Hungary Ltd.
Viktória Boda	Siemens Plc.
Renáta Bodnárné Sándor	Bay Zoltán Nonprofit Ltd.
Emese Bognár	Sió-Eckes Ltd.
Éva Brand	IBERDROLA Renovables Hungary Ltd.
Szilárd Burján	Lagardére Sports Ltd.
Attila Chikán Jr.	ALTEO Group
Eszter Chikán-Kovács	BCSDH
Judit Csalári	Unilever Hungary Ltd.
Zsolt Csavajda	DSM Nutritional Products Hungary Ltd.
Dániel Cseh	BCSDH
István Csépán	UTC Overseas Ltd.
Edit Csizmadia	BCSDH
Noémi Csóka	Nestlé Hungary Ltd.
Csongor Cipf Dr.	ENGIE Hungary Ltd.
Orsolya Fazekas Dr.	Havranek Family Farm
Balázs Szabó Dr.	Szentkirályi Hungary Ltd.
Ágnes Fábián Dr.	Henkel Hungary Ltd.
János Fodor	Folprint Ltd.
András Fülöp	Deloitte Hungary Plc.
Péter Gál	ATEV Plc.
Zoltán Gazsi	eisberg Hungary Ltd.
Anna Gebri	Heineken Hungary Plc.
Csaba Hatházi	Shell Hungary Plc.
Nóra Hevesi	Tesco Hungary Plc.
Nóra Horváth-Magyary	K&H Bank PLc.
Zoltán IGAZ	ING Bank N.V. Hungary
Zsolt Jamniczky	E.ON Hungary Plc.
Gergely Jancsár	MOL Group
Jeffrey D. Kimball	Loacker Ltd.
Dorottya Jenei	BCSDH
László Károlyi	Legrand Plc.
Gyula Kasza Dr.	NÉBIH
Attila Kelemen	Proself Plc.
János Kocsány	Graphisoft Park SE
Lajos Kovács	ATEV Plc.
Ágnes Kovács	Sió-Eckes Ltd.
Sándor Lakatos	Inest Nonprofit Ltd.
Ákos Lukács	Deloitte Hungary Plc.
Irén Márta	BCSDH
Csaba Molnár	MagNet Bank Plc.
Adrienn Nagy-Peidl	Tesco Hungary Plc.
Péter Noszek	Nestlé Hungary Ltd.
Zsuzsanna Pálfalvi	Graphisoft Park SE
Márta Pálfalvi	Heineken Hungary Plc.
Zsolt Pártos	Tesco Hungary Plc.
György Pataky	ESSRG
Tímea Pesti	LeasePlan Hungary Plc.
Éda Pogány	Syngenta Hungary Ltd.
Valentin Póka	Coface Hungary Ltd.
Zoltán Reng	Hungrana Ltd.
Veronika Ressely-Szarvas	Nestlé Hungary Ltd.
Tamás Schwarzenberger	Güntner-Tata Ltd.
Anita Simon	Alteo Group
Katalin Sipos	WWF
István Szabó	KPMG Hungary Ltd.
Diána Szakál	ESSRG
Gabriella Szalai	Daikin Hungary Ltd.
Péter Szauer	HVG Plc.
Zita Szederkényi	BCSDH
Réka Szöllősi	Association of Responsible Food Producers
Réka Szűcs	Deloitte Hungary Plc.
Ivett Takács	BCSDH
Péter Temesváry	Budapest Airport Plc.
Zsuzsanna Thierry	Tungsram Group
Katalin Újhelyi	Hungarian Food Bank Association
Lőrinc Utasi	Tungsram Group
Judit Varga	Heroes of Responsible Dining Foundation
Korinna Varga	Hungarian Research Institute of Organic Agriculture
Balázs Zuggó	Daikin Hungary Ltd.

BUSINESS SOLUTIONS ABOUT FOOD AND NATURE

MagNet Oak Forest program

Operator Pollinator

Local hop crop program

McDonald's Flagship Farmers Program

Food Solution Program

Agricultural digitization and innovation

Agritech

K&H for a sustainable agricultural sector

Together against food waste

Food surplus donation programme

Transportation and treatment of food waste

Bird protection program

Hungaricool

Technology Solutions for Sustainable Supply Chains

Nestlé for Healthier Kids program

Dandelion rubber tires

Bird protection

Search for business solutions here:
www.action2020.hu → Business solutions

Continuous Development for a Sustainable Future

In the McDonald's food supply chain, as its organizers, we enforce requirements that promote and encourage continuous improvement. We want to achieve sustainability through the rigorous application of ethical, environmentally conscious and economical practices: the system of requirements as outlined in the McDonald's Agricultural Quality Assurance Programme (MAAP) help producers make ethics a key priority in their farming, human and animal health practices, businesses and supplier relations, as well as in preserving agricultural areas. It also helps develop environmental systems that protect natural resources and ecosystems thus reducing the impact on climate change. Last but not least, it helps producers ensure sustainable farming practices through economically sound, long-term, efficient production processes that support local economic interests.

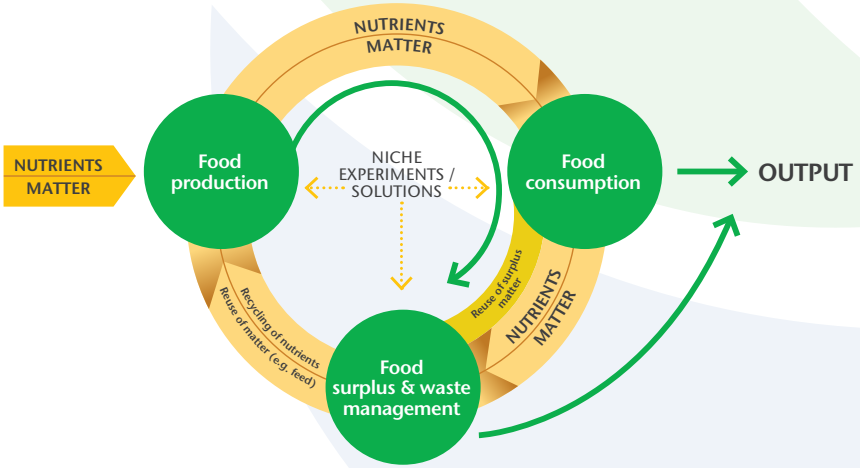
Companies that have joined the Action 2020 Hungary Program*

*Status: September 15, 2020. **www.action2020.hu**

JOIN THE PROGRAM! GET INFORMED: WWW.ACTION2020.HU

Transitioning to circular food systems

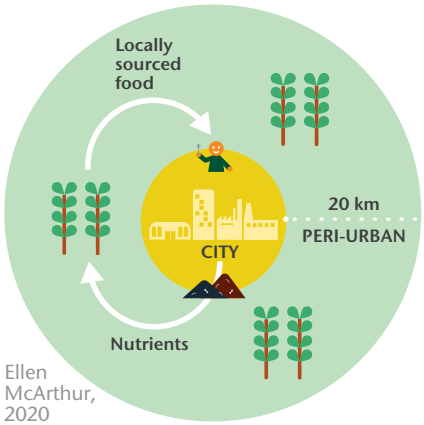
Changing the food system is one of the most effective things we can do to tackle climate change, create healthy cities, and rebuild biodiversity. The current approach to food promotes urbanization and economic development and is designed to support a rapidly growing population. However, this comes at a huge cost to society and the environment.



CITIES – SUSTAINABLE FOOD SYSTEMS

Surprisingly, some of the key components of a sustainable, circular food management are cities, considering that half of the world's population currently reside in an urban area. That number is expected to rise to 68% by 2050, which means that approximately 80% of the world's food will be consumed in urban areas by that date. The power of demand means that urban enterprises and local authorities are ideally placed to influence the types of meals and methods and place of production of the food consumed by urban residents.

Although urban farming systems exist (e.g., indoor aquaculture), they can only provide people with limited amounts of nutrients. Cities, however, can obtain large amounts of food from surrounding areas: 40% of the world's planted areas are located within a 20 km radius of a city. (Ellen McArthur, 2020)



Ellen McArthur, 2020

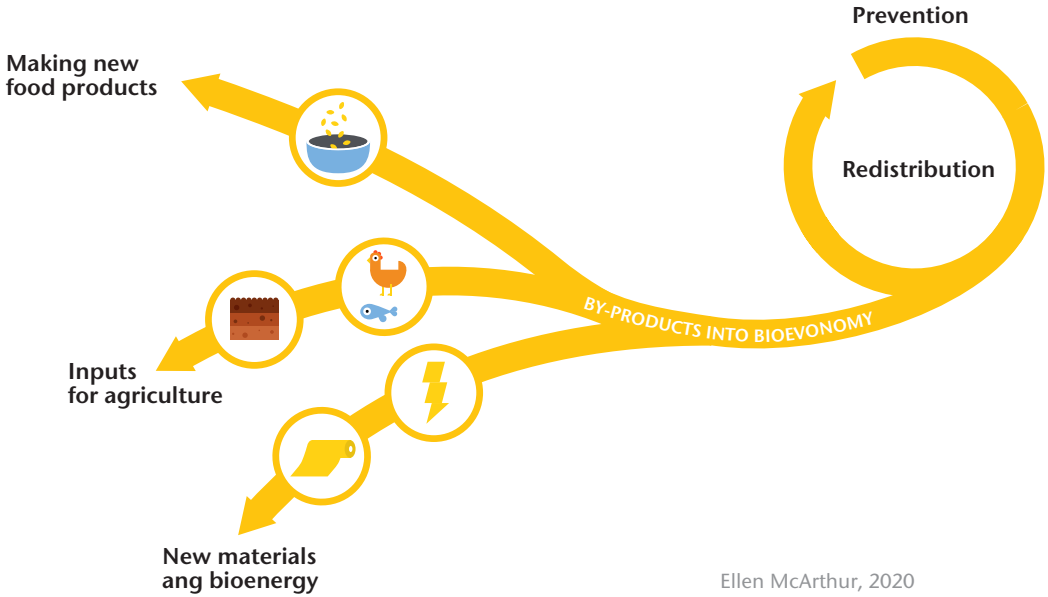
Although local sourcing can play a significant role in creating a distributed and regenerative agricultural system, instead of sourcing all food from surrounding areas, cities should strive to build resilient food stocks that rely on a wide range of local, regional, and global sources.
Regenerative food production involves the use of techniques that complement and improve the health of local ecosystems.

With my colleagues, we see how much food waste is generated in the supply chain every day, and nearly 900 million people do not have access to enough food. If we don't change this, the situation will get worse by the day.

Attila Bédi, CEO,
GREENPRO Environmental Co.

CITIES AS FOOD RECYCLING CENTERS

Cities can get the most out of food by **distributing any surpluses**, while **transforming the remaining inedible by-products into new goods**. Cities can thus become centers in which such **food by-products are transformed into a wide range of valuable materials through the use of emerging technologies and innovation, ranging from bio-fertilizers and other biological materials to medicines and bioenergy, leading to new sources of income for a thriving organic farming sector.**



Ellen McArthur, 2020

Food loss and waste can be strategically handled along the entire food supply chain. Designers can develop a variety of products and recipes that use food by-products as ingredients, or which can be safely returned to the soil or be otherwise used without the need for further additives.

However, achieving this vision requires global systemic change and will necessitate great effort and input from all actors in the urban food system and unprecedented collaboration.

THE CIRCULAR ECONOMY: Due to the current, so-called **linear economic model**, technical and biological components are taken out of nature, transformed, and then treated as waste after use, a significant part of which is not recycled back into the process of production.
In contrast, according to a circular economic model, metabolic processes take place in a closed loop, waste is almost 100% utilized, and biological and technological components are returned to the production process without any loss of quality.
The transition to a circular economy therefore involves nothing more than a reinterpretation of the relationship between markets, consumers, and natural resources through the responsible management of natural resources.

Circular economy platform – news from this year

BUSINESS IN CIRCULATION: RESULTS OF A SURVEY ABOUT THE HUNGARIAN CIRCULAR ECONOMY

In January 2020, a publication about the domestic situation of the circular economy was published, which also contains the results of a survey conducted by the Circular Economy Platform under the professional guidance of BCSDH and with the support of Bay Zoltán from Applied Research Public Benefit Nonprofit Ltd. The aim of the research was to identify the most important challenges and to map out business solutions that are already in use.

The three most important topics that respondents said should be addressed are: learning about good practices (73%), having opportunities for development (innovation) (59%), and knowledge of the concepts and goals related to the circular economy (54%).

The survey confirmed the relevance of the goal that brought the Circular Economy Platform to life a year ago: the need for knowledge sharing, innovation, business solution sharing, and education. The transition to a circular economy is now an irreversible, global trend. However, much remains to be done to close the loop and to exploit the competitive advantages thereof.

CIRCULAR ECONOMY WEBINAR

In response to the educational demand suggested by the results of the survey, the Circular Economy Platform held a series of webinars spanning three occasions. Participants received insight from renowned experts on the theoretical and practical foundations and legal framework of the circular economy. Furthermore, they were able to learn about the latest circular business models and product design processes through innovative international and domestic case studies. Participants received a diploma for their participation on each occasion.

THE HUNGARIAN CIRCULAR ECONOMY PLATFORM:
The Hungarian Circular Economy Platform was established at the initiative of the Hungarian Business Council for Sustainable Development (BCSDH) in collaboration with the Dutch Embassy and the Ministry of Innovation and Technology. So far, **70 companies and organizations** have joined the Platform, the aim of which is to accelerate the transition to a circular economic model by sharing knowledge, creating joint projects, and fostering collaboration.

Why is the Circular Economy Platform important?
- Because most economic actors do not yet have in-depth knowledge, although this model can increase the resilience of the world economy and make it easier to achieve the Paris Accords on Climate Change and the United Nations Sustainable Development Goals.
- Because BCSDH and its partners have a key role in shaping attitudes, shared values, and pioneering leaders who think and act in a concerted way, and sharing business solutions that lead to real change.
- Additionally, in order for large-scale change to happen, collaboration and knowledge transfer with the participation of the corporate, governmental, and scientific spheres is needed.

‘For a Sustainable Future’ Prize

Recognition is especially needed in difficult situations. For this reason, we have decided to launch BCSDH’s ‘For a Sustainable Future’ Prize this year as well, and to create a new category only for this year.

Our purpose is to recognize the extraordinary achievements of leaders and companies in relation to achieving the Sustainable Development Goals (SDGs). This time, outstanding action undertaken during the pandemic was also integrated and recognized.

This complex prize is announced in three categories: Change leaders, Business Solution/Business Model Change, and Social Responsibility Program or Action

MEMBERS OF THE PROFESSIONAL JURY:

1. **Change leader - outstanding example for leadership and responsibility**
2. **Business Solution, Business Modell Change**
3. **Social Responsibility Program or Action**

MEMBERS OF THE PROFESSIONAL JURY

Gábor Bartus
Secretary General
of NFFT

Irén Márta
Managing Director
of BCSDH

Szilvia Krizsó
Communication
Advisor

István Salgó
Honorary President
of BCSDH

Prof. Dr. Diána Ürge-Vorsatz
Professor at CEU,
Vice-President of the
Nobel Peace Prize IPCC
Working Group

Winners in 2020

The ‘For a Sustainable Future’ Prize was launched for the fourth time.

PRIZE FOR OUSTANDING, REAL SOCIAL RESPONSIBILITY PROGRAM OR ACTION
in recognition of outstanding corporate programs and promotions supporting local communities or highly impacted communities, thus mitigating the social impact of the pandemic.

Coca-Cola Magyarország

Subsidies provided by Coca-Cola Hungary in the first phase of the COVID-19 pandemic

GENERALI

Life-long partnership during a pandemic

GRUNDFOS

Safety and stability in the time of a pandemic

CHANGE LEADER - OUTSTANDING EXAMPLE FOR LEADERSHIP AND RESPONSIBILITY
in recognition of innovative company leaders and senior executives who are outstanding in the field of sustainability and during the pandemic.

Ágnes Kovács,
managing director
Sió-Eckes Ltd.

Congratulations to the award-winners of 2020!

Nestlé Good food, Good life

For the Planet

We are committed to make 100% of our packaging recyclable or reusable by 2025. We are proud that our factory in Diósgyőr has taken a pioneering role in this mission, and by the end of 2020, all packaging of our Diósgyőr products will be designed for recycling.

Download our latest reports:

nestle.hu/csv

SPECIAL THANKS TO THE SPONSORS OF ACTION 2020 HUNGARY IN 2020

MAIN SPONSOR

Nestlé
Jó étellel teljes az élet

HIGHLIGHTED SPONSORS

Deloitte. e·on

SPONSORS

ALTEO ENERGIÁBAN GONDOLKODUNK · essity · FOLPRINT www.zoldnyomda.hu · HungaroControl Magyar Légiforgalmi Szolgálat · hvg · MOL · ROSSMANN · Unilever

SPONSOR FOR CARBON NEUTRALITY

LeasePlan

IMPRESSUM

Publisher: Business Council for Sustainable Development in Hungary

Year of publishing: 2020

Responsible for publishing: Attila Chikán Jr., president

Editing and text: Eszter Chikán-Kovács, Edit Csizmadia, Dorottya Jenei, Irén Márta, Zita Szederkényi, Ivett Takács and colleagues of our member companies.

Design and graphics: WBCSD and Acnecom

Contact: Irén Márta, Managing Director
iren.marta@bcsdh.hu

More information: www.action2020.hu

FSC www.fsc.org MIX Felelős forrásból származó papír FSC® C031340

The brochure was printed by Folprint Green Printing-House on FSC certified paper with Michael Huber München RESISTA mineral oil free, recycled vegetable oil-based environmental friendly ink. Folprint uses Process-free thermal and Alcohol-free Printing technologies.

”

We are living in challenging times, and the pace of change has accelerated. ***Our future depends on our ability to create a system that supports healthy people and a healthy planet.*** *We have been able to produce a great amount of food for the world's population, and there are already solutions that allow us to feed the growing population. But our current systems make demands that go way beyond the resources of our planet.*

Diane Holdorf,
Managing Director of the World Business Council for Sustainable Development (WBCSD) Food and Nature program